

The Internet Marketing Chronicles

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INTERNET MARKETING
C H A L L E N G E

Issue #296 - "What is Internet Marketing? ...Do I really need to know?"

IMC is published weekly and distributed to over 160,000 Internet marketers and webmasters who have asked to receive it.

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1. **EDITORIAL**: "What is Internet Marketing? ...Do I really need to know?"

According to Lennart Svanberg, President of World Association of Internet Marketers, there are over 544.2 million people online. Yes, you need to know about Internet Marketing! Few companies have a large enough budget to reach this market with traditional marketing methods.

Consider the common marketing concept, **Market Segmentation**. Market Segmentation is "...the method of identifying a group of consumers, within a broader market, that has similar characteristics and needs."

With the explosive growth of the Internet, our "broader market" is the world, the "group of consumers" are the 544.2 million people online.

Identifying this new target audience necessitates **identifying and implementing a new range of strategies and techniques** in addition to the traditional marketing services.

What is Internet Marketing (IM)? How does it differ from traditional marketing? According to Ralph F. Wilson, Web Marketing and Ecommerce, some of the elements are strategic planning, situation analysis, customer analysis, market and product focus, positioning, the market mix (4P's), pricing, product distribution and Internet promotion.

Add implementation, control, review and evaluation and you have a standard, traditional marketing approach.

However, **many of the techniques and tactics of IM expand on traditional marketing strategies**. According to Internet Marketing Challenge some of the new areas that have charged into the business landscape are Internet classified ad marketing, testimonial promotions on Web sites, search engine marketing, pay per click purchases, Internet viral marketing, affiliate programs, advertising on URL's, email marketing, online press releases.

So, IM can be considered as a subset of traditional marketing. But, the lines are not that clear. High Latitude defines Internet Marketing as "...the combination of traditional marketing principles and interactive marketing methods applied to meeting the needs of online customers."

While there are some significant overlaps, it is probably too much to expect the traditional marketing professionals to take on this new huge area of expertise. It takes additional training to become qualified internet marketers.

How the company organizational chart will look depends on the company. However, in 3 years as Director of Marketing for the Academy of Web Specialists I have discovered that if the Internet Marketers are not empowered with the same authority as the traditional marketing staff and are not provided with reasonable budgets, **IM is severely handicapped**.

I've also discovered that IM must be the task of marketing specialists and not of the IT departments or the Web development teams. Marketers must be in charge because **technology and graphics specialists can't be expected to know what's necessary** to put their expertise in service of the ultimate objective of the company Web presence, generating income and meeting the needs of the online customers. They have a tendency to have a different agenda and certainly have a needed expertise that requires their own ongoing education and learning.

What about resources for IM managers and training for IM practitioners?

Many Universities have Extension Programs with specialized training. The University of British Columbia has an online program. At Search Engine Marketing Consultation Resources I have a link to UBC, to other recommended Marketing Associations and to some online training programs.

Individual training programs such as those found at Academy Marketing Resources plus newsletters, online resources and professional organizations are all important sources of education and ongoing learning.

Here are a few additional resources to consider:

- American Marketing Association Web site (www.marketingpower.com, see Topics:Internet Marketing)
- Wilson Web (www.wilsonweb.com)
- Search Engine Watch (www.searchenginewatch.com)

Happy Internet Marketing!

Terry Plank

About This IMC Contributor

Terry Plank is Director of Training for the Academy of Web Specialists.

The Academy has educated 2,000+ companies online and onsite in search engine marketing since 2000. Visit the Academy's training site to learn more about their online search engine marketing courses and search engine optimization software. He has also offered search engine marketing consultation services since 1996.

For further details, please visit:

<http://www.acws.com>

2. **SPECIAL PRODUCT REVIEW!**

Need Qualified B2B Prospects? Increase your REVENUE with the #1 provider of Sales Leads, Sales Intelligence and Lead Generation Programs.

What exactly is Sales Intelligence? Well think about it this way, let's say you owned a computer store and you're trying to generate some new potential buyers. What is the first thing you do? Most would think to put out an ad or offer of some sort to attract the new clientele they want. This is a great start, however, the problem with this is you have to have a bit of luck along with a good sense of what the market is like for your products.

Now think about it this way... **What if you could go and look at a list of potential clients that are already pre-qualified** -- meaning that these clients already know exactly what they are looking for and a price range they are willing to spend. All they are waiting for is someone who will fulfill the order... this is sales intelligence.

In recent years, **sales / business intelligence technologies have changed for the better**. With the introduction of web based tools, sales / business intelligence has entered a new era. Not in the sense that any fundamentals have changed, but more in the way data is being collected and sorted. Ever wondered why sometimes when you purchase or download software, the company or vendor asks you a handful of questions like...

- How Large is your company?
- How many computers do you own?
- Are you the person responsible for making purchasing decisions for your company?

...This is all sales / business intelligence information collected from you to make sure that next time you are in the market to spend your money, they are there to deliver exactly what you've been looking for.

Obviously when you are starting a new company, you won't have the sort of clientele or resources someone like Microsoft would have from years and years of collected information, or a massive sales force at your finger tips. So whom do you turn to? As I mentioned earlier, the internet has made information like this easier to collect and faster to process -- So it's no surprise that there are companies online that research and collect information about other companies or individuals strictly for the purpose of being able to deliver that information for you to use. One such company is TrueAdvantage.

TrueAdvantage is the leading provider of sales intelligence and lead generation services to help companies identify and close new business. They've set-up **real-time Sales Intelligence Databases to help you gain an edge over your competitors** by reducing customer acquisition costs, shortening sales cycles, increasing market share, and maximizing revenues. Companies small and large use Trueadvantage everyday to find possible prospects. From small businesses to large fortune 500 companies like Qwest Communications, WorldCom and AT&T -- TrueAdvantage is quickly becoming the essential web based sales intelligence tool.

I came into contact with this service a few months ago and after several tests, I'm quite impressed. Never have I been able to login to a site, do a quick search and be able to pull-up information on a company's buying habits, buying authorities, product requests and more in a matter of minutes. Best of all these leads are added and updated on a regular basis. This system is a real time-saver and a must if you want to **automatically obtain new pre-qualified prospects** with a few clicks of a mouse. How much easier can it be?

I've arranged a special 3-month introductory offer with Andrew Connelly over at TrueAdvantage, to allow all IMC subscribers to check out the power of this system and how it will help to build new clientele quicker than any other conventional methods of marketing. But even before you buy, they've offered to run you through a **free live demo** of how the system works.

So don't wait, click on the following link now for your free demo...

<http://www.marketingchallenge.com/trueadvantage/>

Finest Regards,

Boris Chow

About The Editor

Boris Chow is a seasoned Internet marketer and member of the IMC Think Tank, the team of Internet marketing professionals who gather in the IMC Private Site to spill the beans about Web marketing breakthroughs -- as they happen!

To learn their profitable secrets (and avoid the costly mistakes) so you'll have more time to grow your business, visit <http://www.MarketingChallenge.com> for instant access.

3. **TOOL: 123GraphicConverter v1.5**

This week's Challenge Tool was submitted by IMC.

"123GraphicConverter is a software tool that help you to convert your JPEG, JPG, GIF, PNG, TGA, PSD, PCD and other image files into BMP, JPEG, JPG, GIF, WMF, PNG, PCX, TGA, TIF image file format. Now, you can manage easily your image files with these file formats.

Simply click the [Add] Files button and choose image files into task list, hit the Convert button, and in a short time you'll get converted BMP, JPEG, JPG, GIF, WMF, PNG, PCX, TGA, TIF image files in the same directory. Now, you can easily deal with these image files with your Microsoft Paint or Photoshop. Now, 123GraphicConverter 1.5 supports 40+ image file formats."

To get further details on this tool, simply click on the below URL:

<http://www.herculesoft.com/>

Have a Challenge Tool that worked for you? Want to share it? Send us the URL and a brief review of the resource (up to 7 lines) to:
Tool@MarketingChallenge.com

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4. **SPONSOR: Search Engine Positioning Software Bundle**

Imagine being able to score top-10 positioning in the major search engines without being an expert or hiring any expensive search engine optimizers to do the job for you.

After months of negotiation, Internet Marketing Challenge has put together one of the most powerful and complete search engine packages ever available to the public. Search Engine MAX has everything you need to submit, optimize and track your pages on all of the major search engines. To give your pages higher rankings in the search engines, simply click the link below.

<http://www.MarketingChallenge.com/semax/>

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5. **SEARCH ENGINE BYTES: Q & A Sessions -- With Stephen Mahaney**

TOPIC: Help! ...our site disappeared from Google. How can we tell if we've been banned?

QUESTION: *I am in a little bit of a panic now because it seems that maybe our site been banned from Google?*

We have always followed religiously your advice on the use of keywords, keyword phrases, reciprocal links etc. As a result of following your advice, for almost a year we have been top 5 ranking on any relevant keyword search on almost any engine, especially on Google.

Now we are no longer on Google! I even input the entire URL in the search box and the response is "Sorry, no information is available for the URL www.(ourdomain).com."

I have checked our statistics of referrals and we were getting several referrals daily from Google until April 27 when the referrals abruptly stopped.

Why would we have been banned?

ANSWER: We contacted Google directly and asked about the missing site problem. You're not the only one that has been dropped recently. Here's what Google says the problem is likely due to:

Our crawl engineers have looked into this pretty closely and concluded that for the most part it's the normal percentage of sites that happen to be unreachable during our crawl. We did a faster-than-average crawl this time, so that also left less time to attempt refetches of pages that we couldn't retrieve the first time. Our new crawl is at a more typical rate, and we'll be boosting the retry attempts to make sure that we get as many pages as we can.

To the best of my knowledge, this is not a Google glitch or bug, and it's definitely not a penalty. It's partly people being more aware of Google, partly that we crawled a little faster, but mostly just the normal amount of sites not being up during a crawl. We've got a list of domains on our end and we'll be checking things, just to make sure that it's not a glitch on our end. Webmasters can and should check their virtual hosting to make sure everything resolves correctly, and do spot checks to make sure their ISP is rock-solid.

When in doubt, check our webmaster info at <http://www.google.com/webmasters/2.html> to see other reasons that you might not be indexed. Webmasters for country-level domains (e.g. [google.fr](http://www.google.fr) instead of [google.com](http://www.google.com)) should make sure that they've submitted their root web page at <http://www.google.com/addurl.html>

We're noticing more sites that use 'named based' virtual hosting being dropped. These are domains that share an IP address with other domains.

Although we can't be certain if there is a correlation, we are certain that it's better for your site to have its own dedicated IP address for reasons exactly such as this among others.

Whether or not this relates to this faster crawl mentioned in the Google correspondence we just don't know. We do believe, however, that our contact at Google will review that aspect to determine if that is the root of the problem.

Chances are your site will probably show back up this month on the next reindex. However, if your server was busy or if a connectivity problem existed, that may be a good reason to consider using a higher quality -- and possibly more expensive -- web hosting service.

NOTE: At a later date we received this follow-up message:

I want to report back that today...for the first time in a month...our site was restored to "1st screen" ranking on Google. It does seem to be the glitch that the Google people described. Thanks for your help. This is a great relief to us.

About This Contributor

Stephen Mahaney is one of the Industry's leading experts on top search engine placement. Stephen is the President of Planet Ocean Communications Inc. (Publisher of best selling ebook, "*The UnFair Advantage Book on Winning the Search Engine Wars*"), and Senior Editor for Search Engine News (a monthly look at the latest search engine changes and strategies). To maximize your search engine placements, pick up "*The Unfair Advantage Book*" today at: <http://www.MarketingChallenge.com/senews/>

Are you curious, confused, or completely frustrated about search engines? Send your search engine question to: <mailto:sebytes@MarketingChallenge.com> and include your name and website URL. If selected, your question will appear in a future installment of the Chronicles.

6. **CONTACT THE CHRONICLES: Got questions? Get Answers!**

Do you have Internet marketing questions? Do you want to share your thoughts? If so, send your lemons or your laurels at: Share@MarketingChallenge.com

Are you a successful cybermarketer? Do you want to contribute an article in exchange for some free exposure? If so, send your contribution, with your brief, promotional byline, to: Article@MarketingChallenge.com

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